

## Ministry Benefits of People Plot v2

- **Determine Your Mission Area – Focus Your Ministry in the Community**

**What IS Your Ministry Area? People don't live in perfect circles or zip codes and ministry doesn't happen that way either!** Plotting your members instantly provides church leaders a visual reality of where members of the congregation live across your ministry area. Discover the "Reach" of your church. **Is your primary ministry area 20 Square Miles or 120 Square Miles? What is the "Depth" of your church presence?** Using "Heatmap" you will instantly view areas of the community where your members are most concentrated. **People Plot helps focus your ministry!**



- **Discover if Your Congregation is a Neighborhood, Community, or Regional Church**

People Plot provides display of your congregation by the distance they travel to church. Do 50% of your people live within 3 miles of the church, or within 5 miles, or beyond 5 miles? **Understanding the distance people travel to church is a powerful tool for mission focus and small group ministry development.**

- **Display Persons and Households by Attributes Important to Your Ministry**

**Display people by important attributes such as Members or Visitors. Customizable Categories are Optional:** Examples: Participant in Small Group, Youth Group, Music Ministry, Mission Project, etc.

- **Church Administrators Can Identify People by Geographical Location for Ministry Applications That Include:**

1. Creation of **Neighborhood Small Groups**
2. **Connecting members to visitors** in their neighborhood
3. **Connecting members to new movers** in their neighborhood
4. Identify members affected by any **geographical event such as a natural disaster**

- **Connect People with New Movers**

People Plot provides the ability to **Plot New Movers**. Users may purchase **New Mover address lists starting as low as \$.10 per record**. Church leaders can visualize where members live in relationship to new persons who recently moved into the community. New Movers address lists are available for purchase as part of the **MI PeopleView™ System**.

- **View People with Thematic Map Variables**

People Plot provides the ability to view people on a Thematic Map. Example: View your people on a Thematic Map in Relationship to: Mosaic HH Types, Population Growth, Singles and Young Families, Household Income, Racial Ethnic Groups, etc. **Visualize demographic trends WHERE your people live!**

- **Who Are We? Who is Our Neighbor? What is Our Church Financial Potential?**

- ✓ **Better serve** your current church households.
- ✓ **Discover new ministry opportunities** with Neighbor households.
- ✓ **Uncover the Financial Potential** of your church!



Using People Plot, **The ComparativeInsight Report** answers these and other essential ministry questions.

Contact MI Support for More Information: [misupport@missioninsite.com](mailto:misupport@missioninsite.com) or 877-230-3212 Ext. 1011